

UNCW's Open Textbook Initiative

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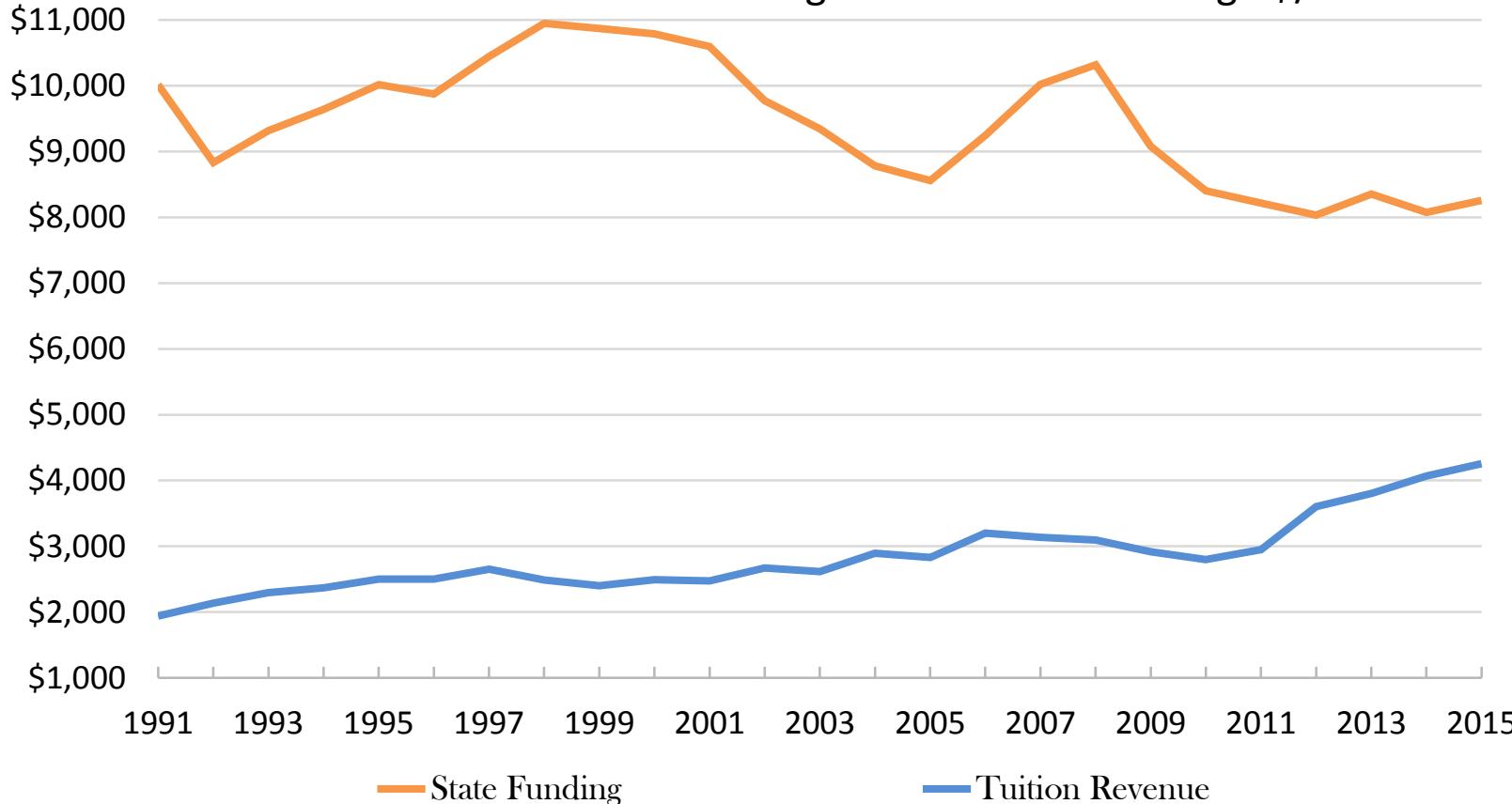
United Nations

Universal Declaration *of* Human Rights



“...higher
education shall be
equally accessible
to all”

North Carolina Higher Education Funding - \$/FTE



The average borrower owes more than

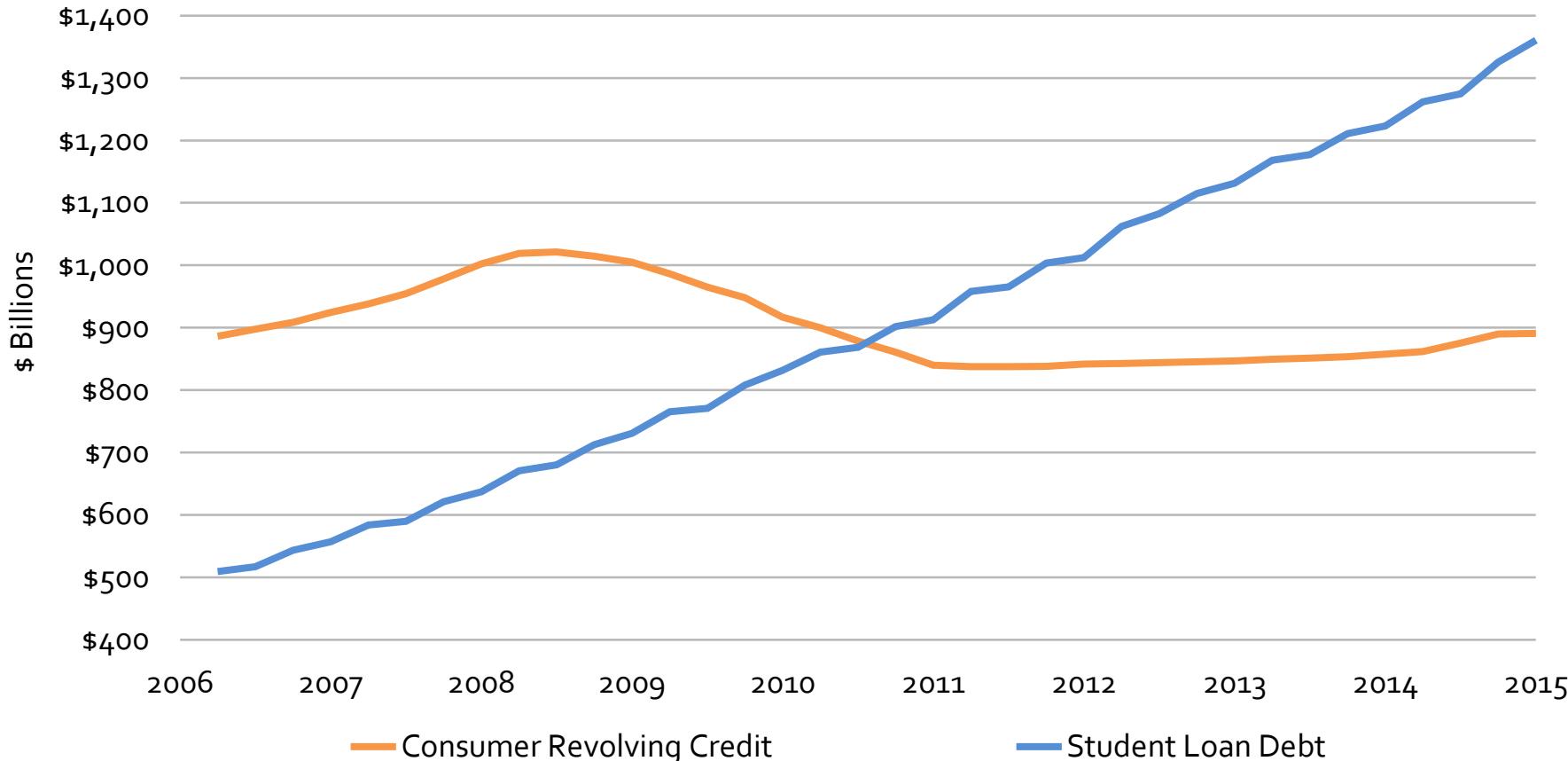
\$30,100

in student loans (class of 2015).

North Carolina = \$25,645

UNCW = \$26,730 (class of 2014)

US Debt



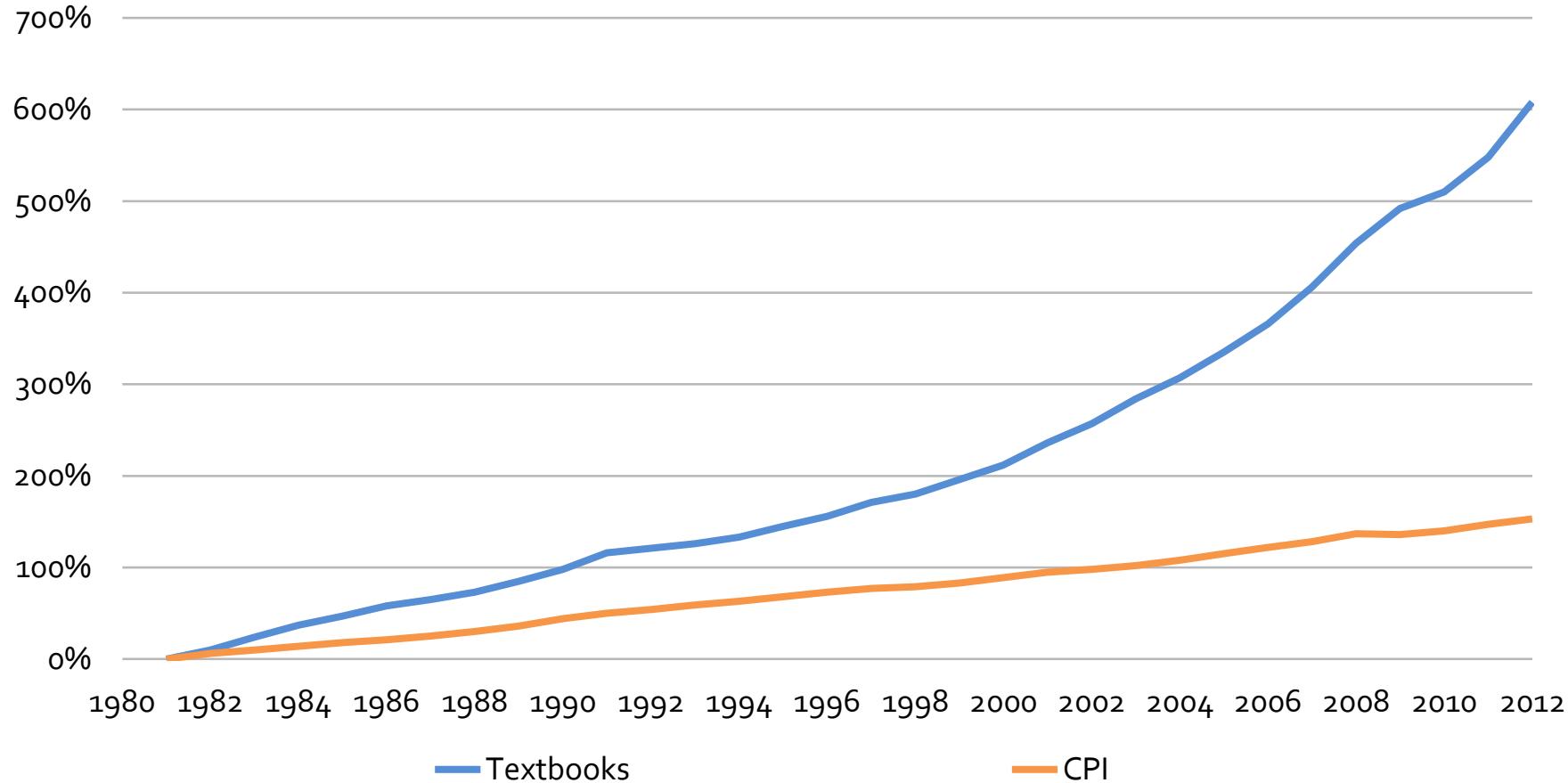
Cost of Attendance?

- Tuition and Fees
- Room and Board
- Books and Supplies
- Personal Expenses
- Transportation
- Health Insurance

What can we do?

- Tuition and Fees
- Room and Board
- **Books and Supplies**
- Personal Expenses
- Transportation

Increase in Textbook Prices



The average student should budget
\$1,250
for textbooks and course materials in 2017-18

Appalachian State University	\$700	UNC Chapel Hill	\$1,604
East Carolina University	\$1,280	UNC Charlotte	\$1,200
Elizabeth City State University	\$362	UNC Greensboro	\$956
Fayetteville State University	\$1,000	UNC Pembroke	\$1,505
North Carolina A&T State University	\$1,400	UNC Wilmington	\$1,126
North Carolina Central University	\$1,500	UNC School of the Arts	\$1,250
North Carolina State University	\$1,082	Western Carolina University	\$2,151
UNC Asheville	\$1,200	Winston-Salem State University	\$1,300

Coping with the Cost

- Purchase an older edition of the textbook
- Delay purchasing the textbook
- Never purchase the textbook
- Share the textbook with other students
- Download textbooks from the internet

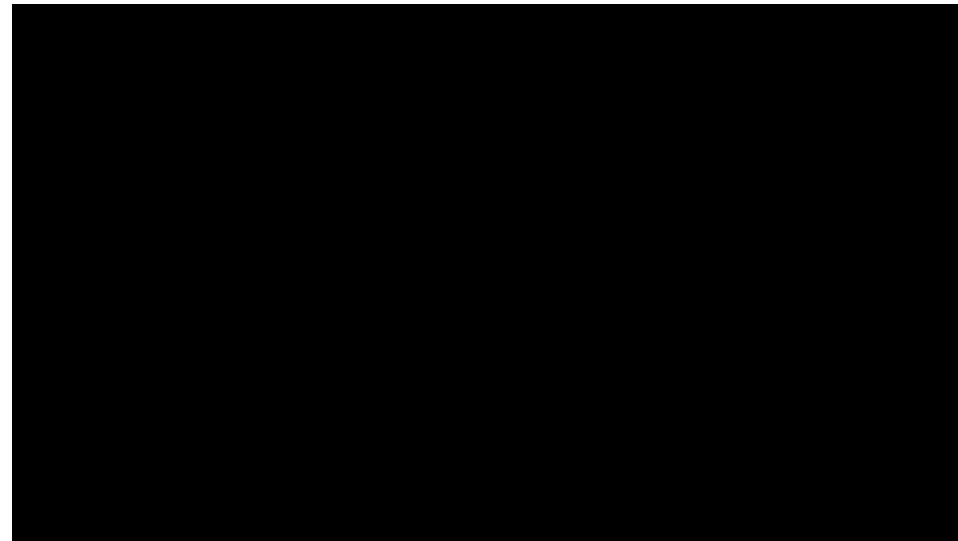
59%

of students report that they have had to wait for their financial aid check to purchase textbooks.

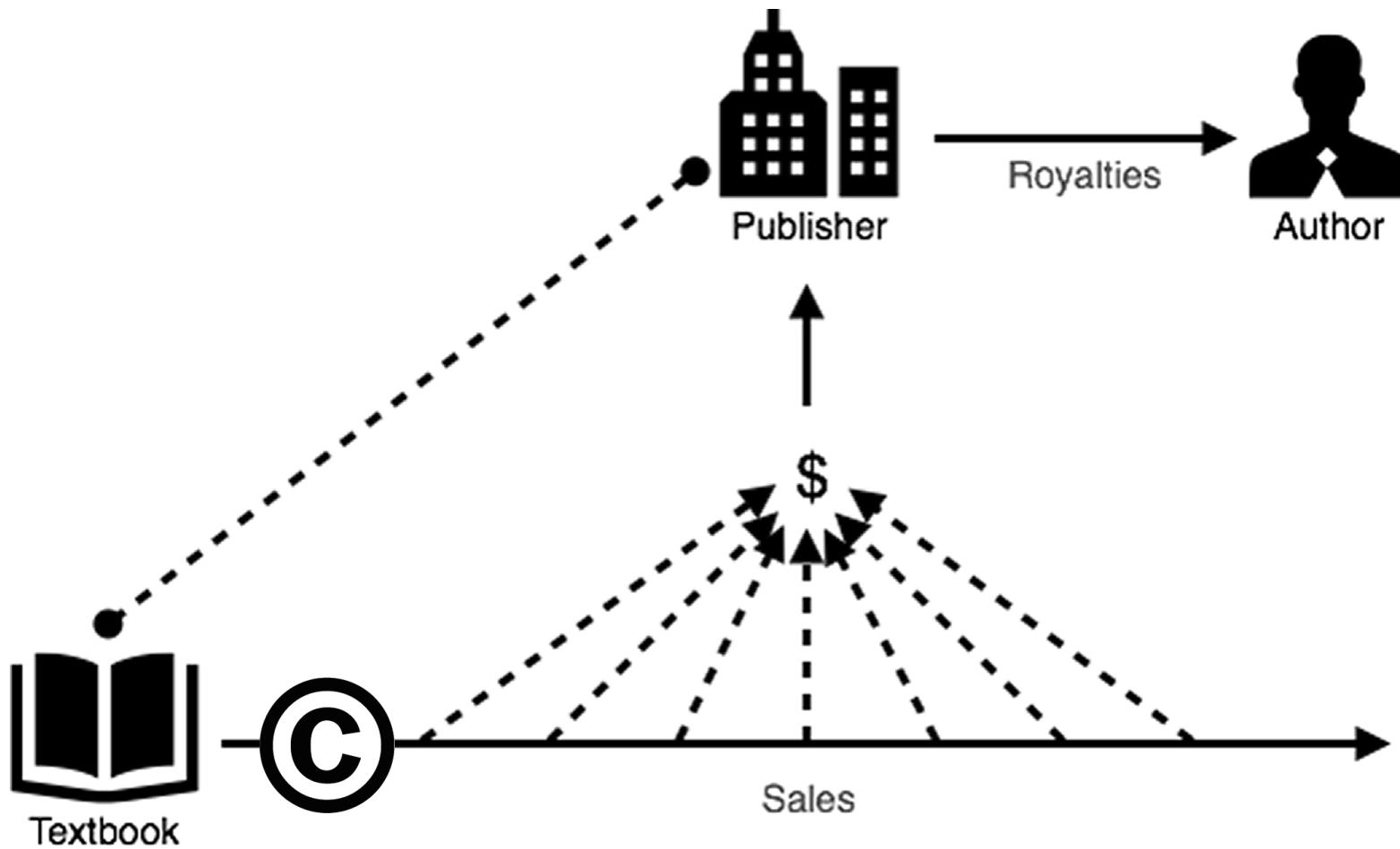
7/10

students surveyed hadn't bought a required textbook due to cost.

UNC-Charlotte students perspectives on the cost of textbooks

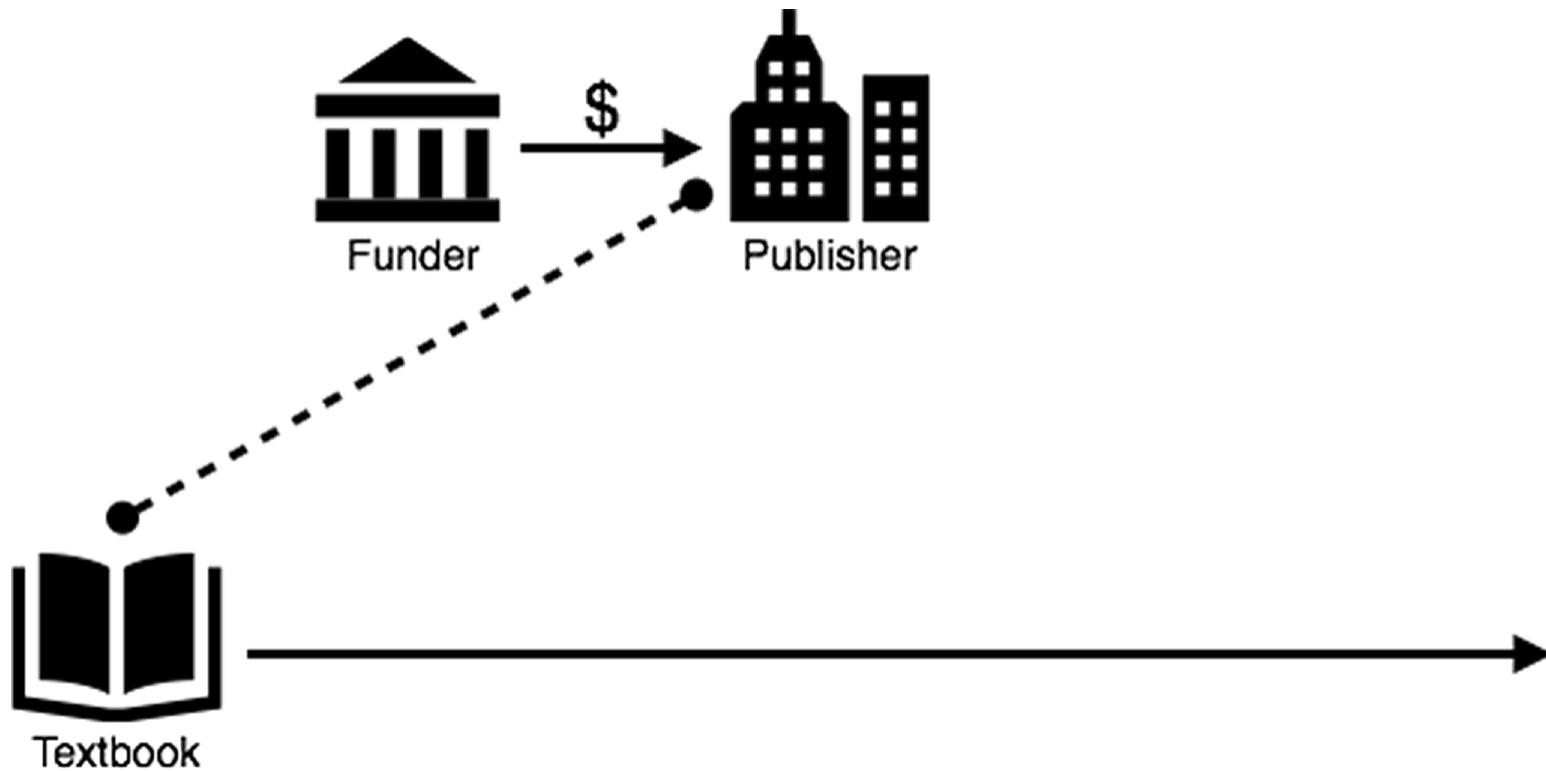


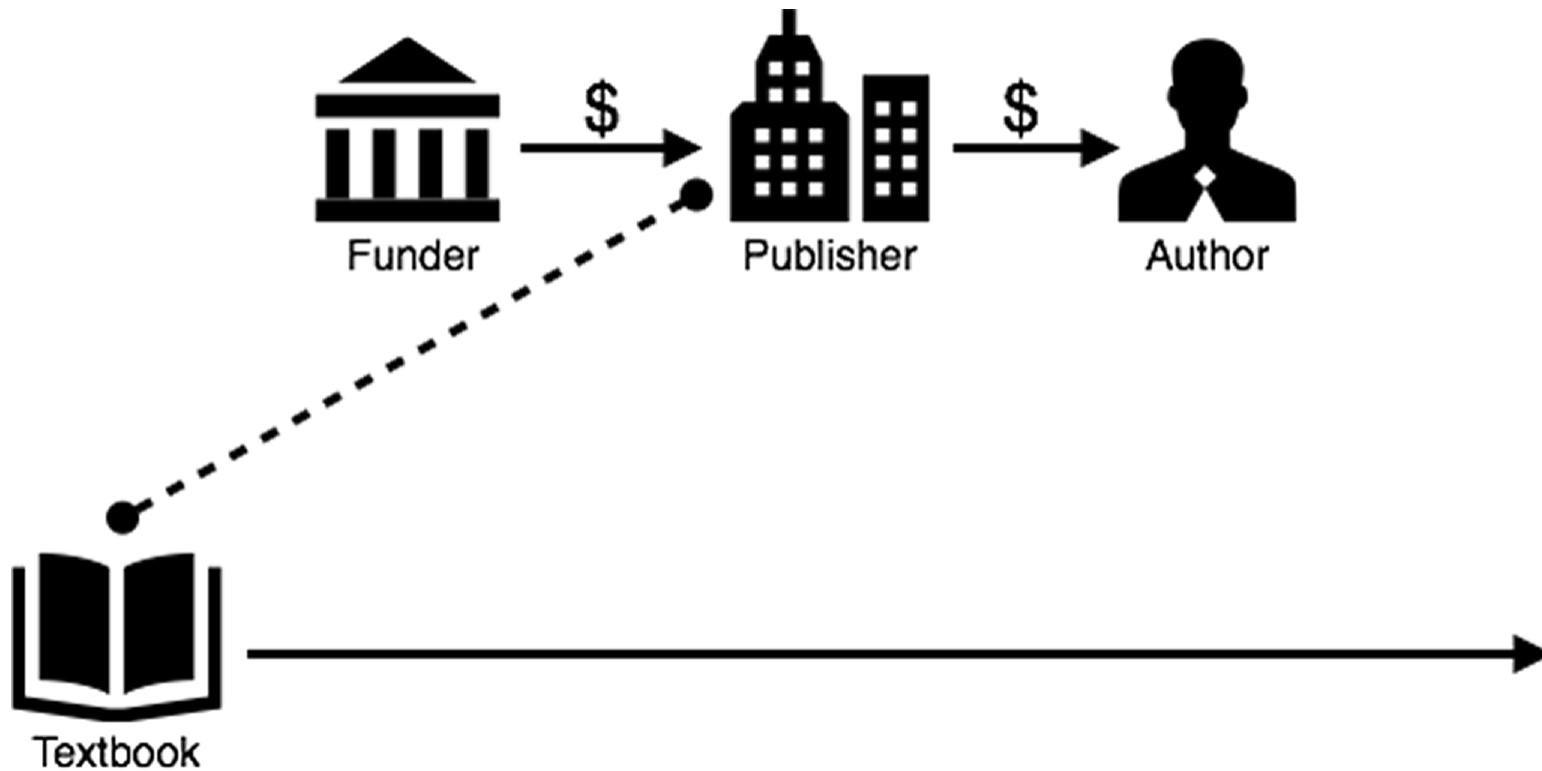
<https://www.youtube.com/watch?v=6E78QZFQdOk>



Other models...





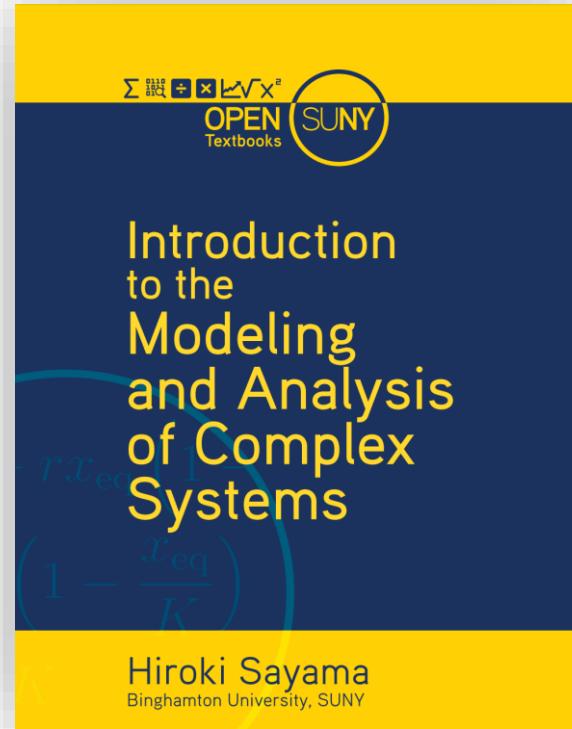
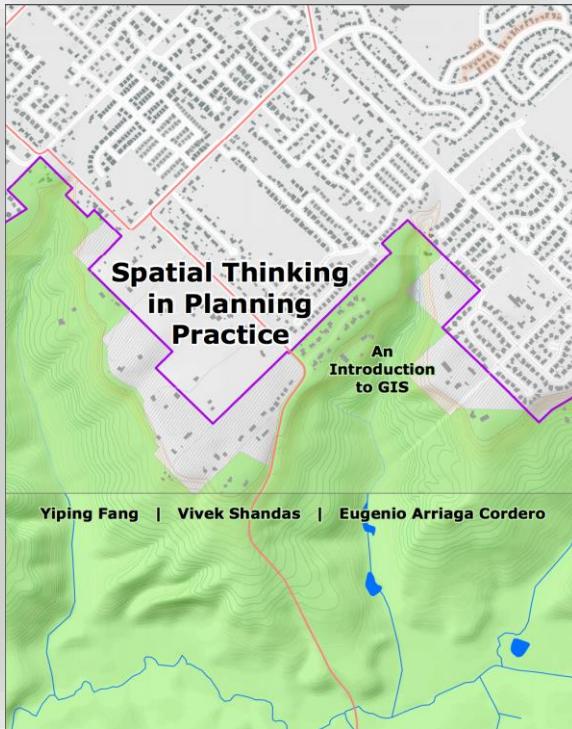




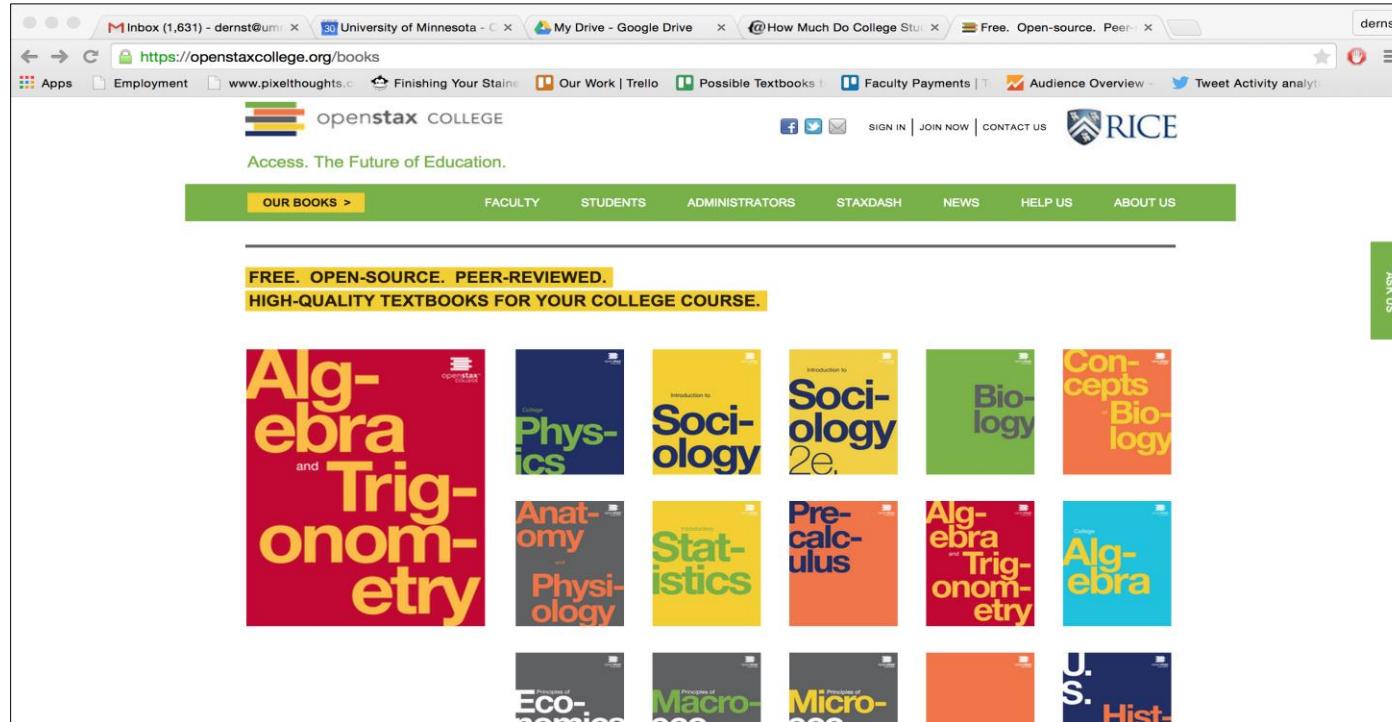
Where does the funding come from?

- ❖ Universities (SUNY, Umass Amherst, Portland State, ...)
- ❖ Foundations (Hewlett, Gates, ...)
- ❖ Governments (state, federal)
- ❖ Institutional Consortia (CALI)

Textbooks funded by their institutions

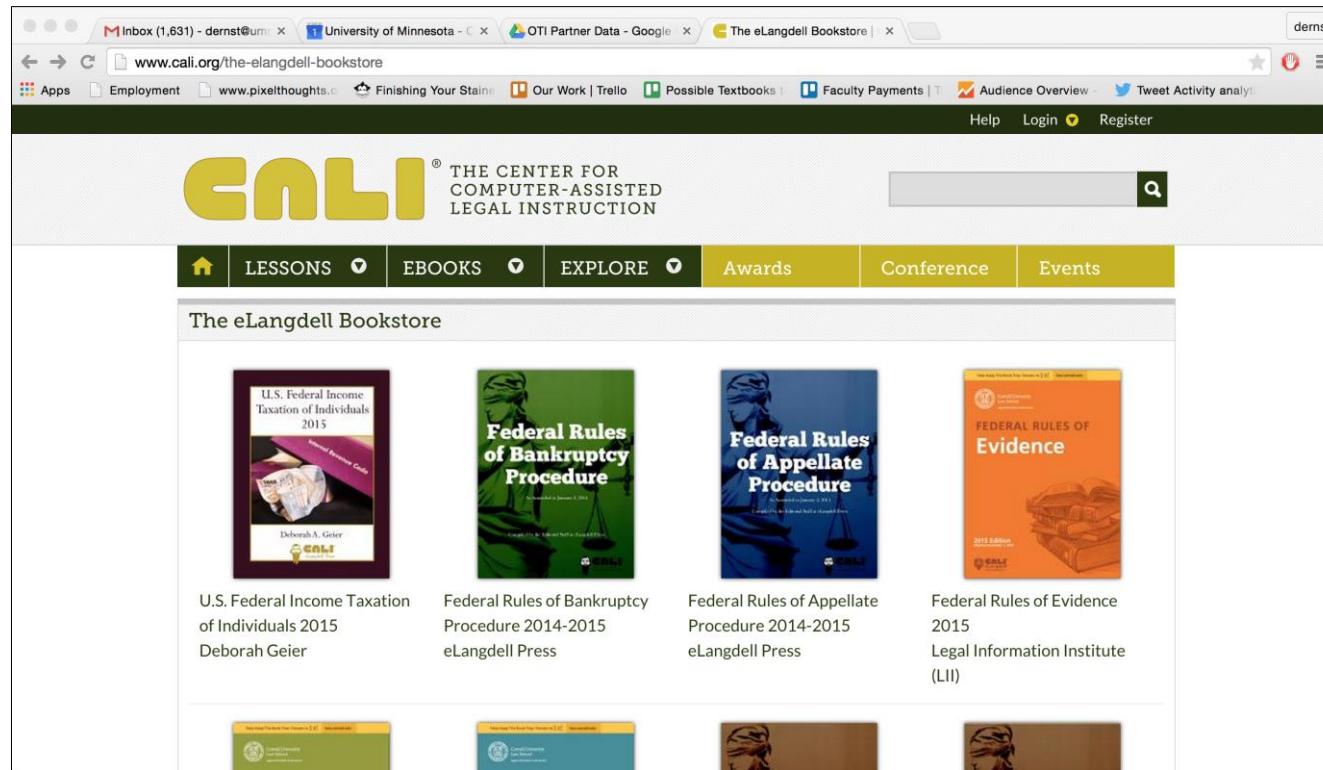


Textbooks funded by foundations



The screenshot shows the homepage of the OpenStaxCollege.org website. The page features a navigation bar with links for 'OUR BOOKS >', 'FACULTY', 'STUDENTS', 'ADMINISTRATORS', 'STAXDASH', 'NEWS', 'HELP US', and 'ABOUT US'. Below the navigation bar, a yellow banner reads 'FREE. OPEN-SOURCE. PEER-REVIEWED. HIGH-QUALITY TEXTBOOKS FOR YOUR COLLEGE COURSE.' A grid of 15 textbook covers is displayed, including titles such as 'Algebra and Trigonometry', 'Physics', 'Sociology 2e.', 'Biology', 'Concepts Biology', 'Anatomy and Physiology', 'Statistics', 'Precalculus', 'Algebra and Trigonometry', 'Algebra', 'Principles of Economics', 'Macroeconomics', 'Microeconomics', 'U.S. History', and 'Principles of Microeconomics'. The RICE logo is visible in the top right corner of the page.

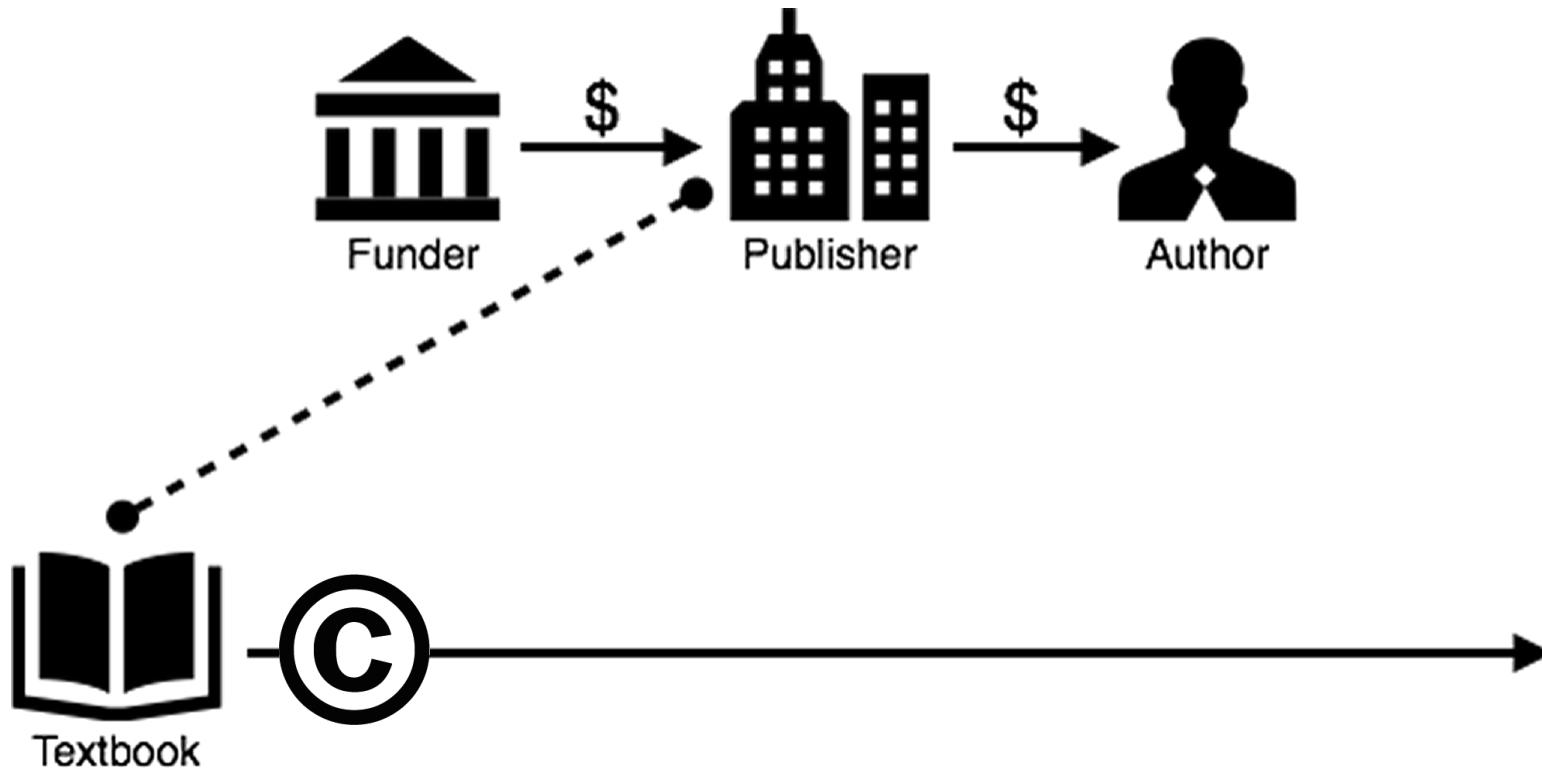
Textbooks funded by a non-profit consortium



The screenshot shows a web browser window with the following tabs open: 'Inbox (1,631) - dernst@um' (active), 'University of Minnesota - C' (inactive), 'OTI Partner Data - Google' (inactive), and 'The eLangdell Bookstore' (active). The browser address bar shows 'www.cali.org/the-elangdell-bookstore'. The page header includes the CALI logo, the text 'THE CENTER FOR COMPUTER-ASSISTED LEGAL INSTRUCTION', a search bar with a magnifying glass icon, and navigation links for 'Help', 'Login', and 'Register'. Below the header, a navigation bar features links for 'LESSONS', 'EBOOKS', 'EXPLORE', 'Awards', 'Conference', and 'Events'. The main content area is titled 'The eLangdell Bookstore' and displays four legal textbooks:

- U.S. Federal Income Taxation of Individuals 2015** by Deborah A. Geier (eLangdell Press)
- Federal Rules of Bankruptcy Procedure 2014-2015** (eLangdell Press)
- Federal Rules of Appellate Procedure 2014-2015** (eLangdell Press)
- Federal Rules of Evidence 2015** (Legal Information Institute (LII))

Below the main content area, there are two more book covers partially visible.







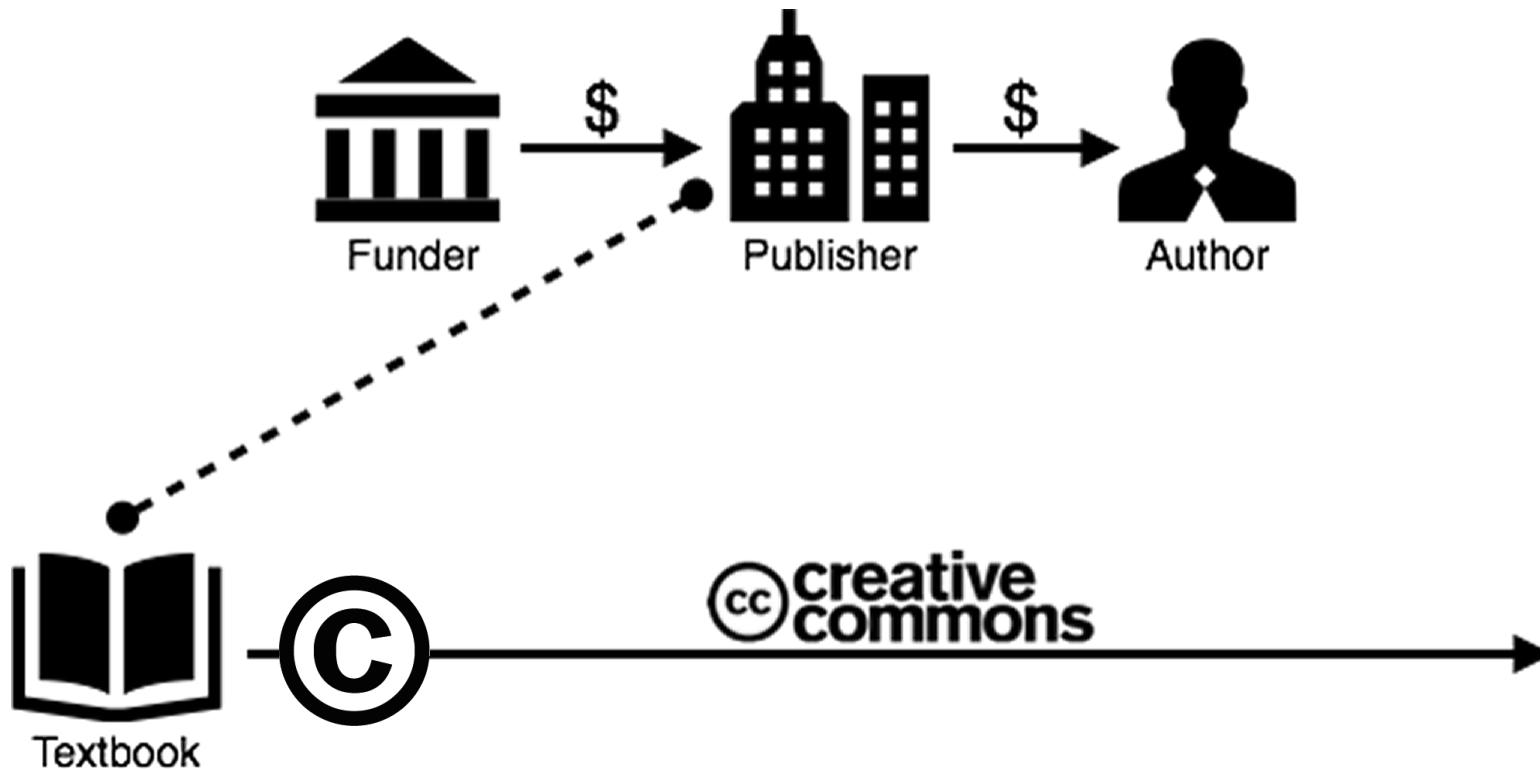
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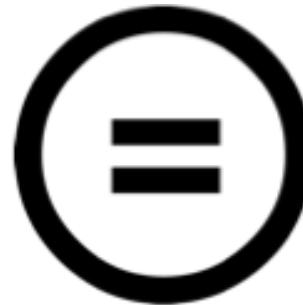
BY



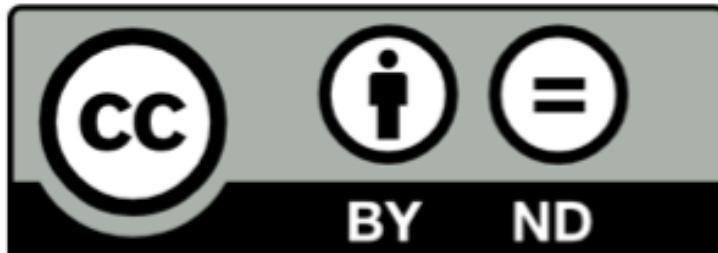
NC



SA



ND



Open Courseware page showing Creative Commons

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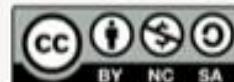
MIT OpenCourseWare makes the materials used in the teaching of almost all of MIT's subjects available on the Web, free of charge. With more than 2,200 courses available, OCW is delivering on the promise of open sharing of knowledge.



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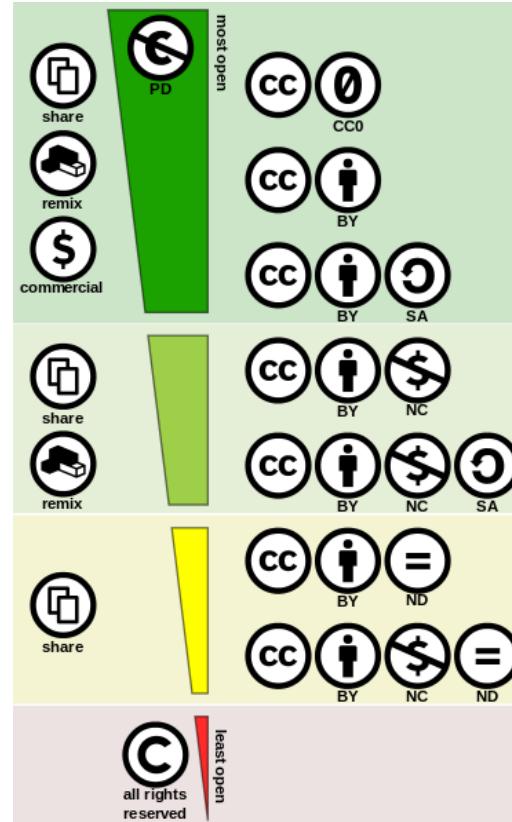
Massachusetts Institute of Technology



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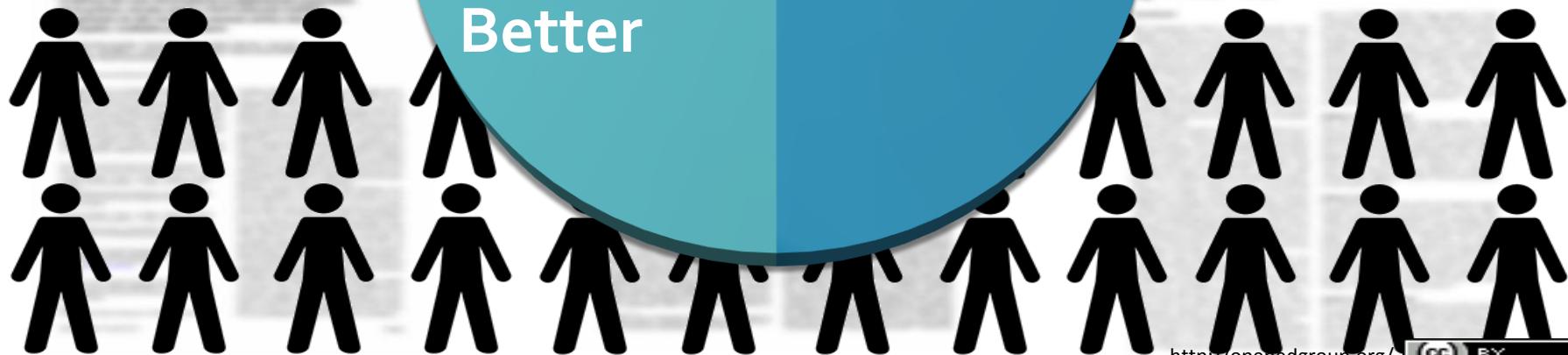


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Survey of student and teacher perceptions of Open Textbooks compared to traditional resources





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Book of Proof



College Success



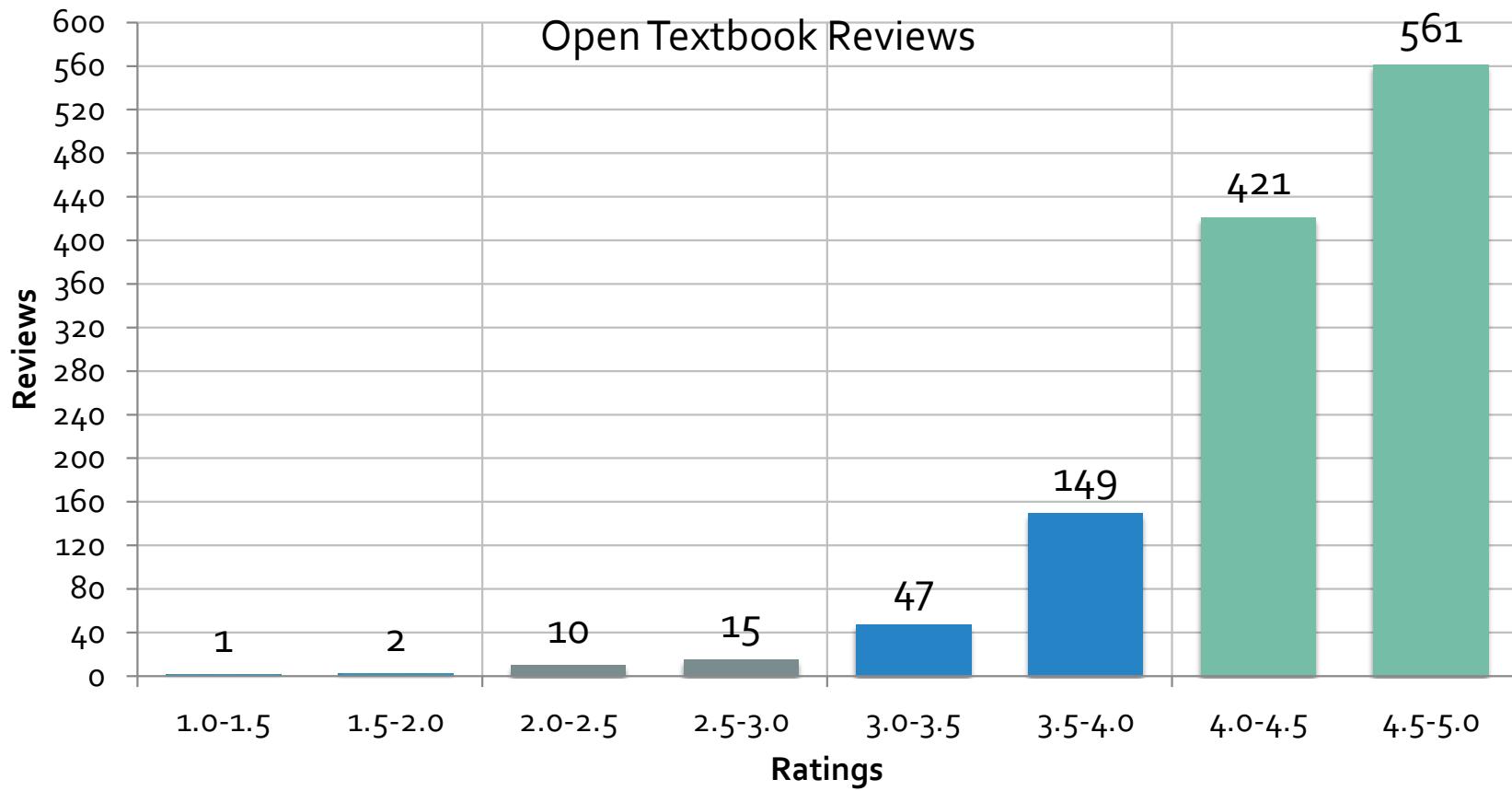
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4. Must be an original textbook (not a derivative of another textbook). Possible exceptions to this criteria are modifications that reflect the needs or context of an entirely new audience





College

Phys- ics

Sample textbook

Introductory, algebra-based, two-semester college physics

1272 pages

Available in

PDF

ePub

Print

Web

Bookshare (accessible)

Instructor solution manual

Powerpoint slides

Editing in Open Textbook

PROJECT MANAGEMENT FOR INSTRUCTIONAL DESIGNERS

ABOUT PM4ID

Project Management for Instructional Designers (PM4ID) is – as the name suggests – a book about project management tailored specifically for instructional designers. This book is a revise / remix of a pre-existing, openly licensed project management textbook which was donated to the commons by a benefactor that desires to be attributed as Anonymous.

PM4ID includes many new features and improvements to the original book, including:

- Alignment of book chapters with the PMBOK, which supports readers in preparing for the Project Management Professional certification,
- A series of video cases of project managers working in the instructional design area, integrated into every chapter,
- Multiple versions of the book, including HTML, PDF, ePub, Kindle, and a text-to-speech mp3 audio version of the book,
- New examples written specifically for readers coming from the instructional design perspective,
- and more.

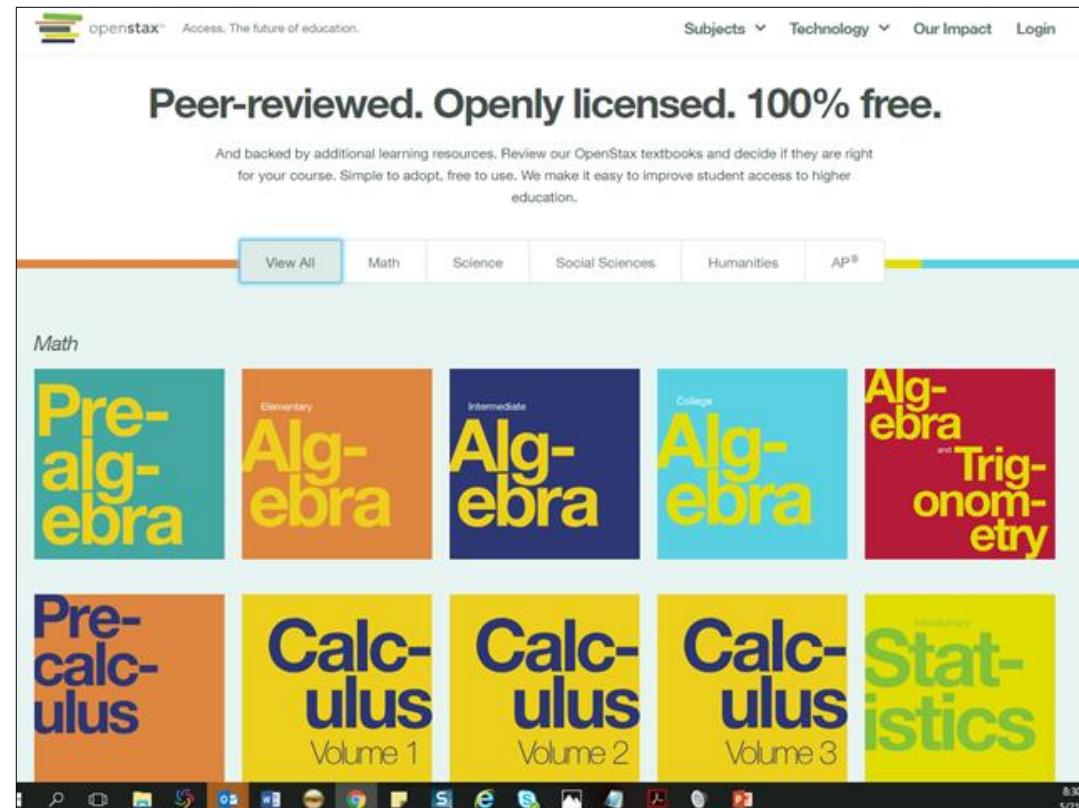


TABLE OF CONTENTS

>About PM4ID
└ 1 Introduction to Project Management
└ 2 Project Profiling
└ 3 Project Phases and Organization
└ 4 Understanding and Meeting Client E
└ 5 Working with People on Projects
└ 6 Communication Technologies
└ 7 Starting a Project
└ 8 Project Time Management
└ 9 Costs and Procurement
└ 10 Managing Project Quality
└ 11 Managing Project Risk
└ 12 Project Closure
└ Download
└ Glossary

Other open textbook options

Open Stax



<https://openstax.org/subjects>

Open and Affordable Textbook Programs

- Open Education Initiative
 - Emory University
- Alt-Textbook Project
 - North Carolina State University
- Affordable Textbook Project
 - San Jose State University
- Open Education Initiative
 - University of Massachusetts Amherst
- Alternative Textbook Program
 - University of Kentucky
- Open and Affordable Textbooks
 - Rutgers University
- Open Textbook Grant Program
 - Fort Hays State University
- Zero-to-Low Cost Course Project
 - University of Toronto
- OER Program
 - UNCG

This slide, is a derivative of "Open Educational Resources: Free materials and their place in our communities" <https://bit.ly/2IW6qik> by Heather Seibert , used by CC BY NC SA. This attributed slide licensed under CC BY NC SA by Ashley Knox and Beth Thompson.

Joyner Library Alternative Textbook Program

This program was developed to encourage faculty at East Carolina University to explore and use alternative texts such as Open Access textbooks, freely available articles and books, Open Educational Resources and/or library-licensed resources in lieu of assigning traditional textbooks.

First year there were over 35 applicants
2016 – 15 winners
*2017 – 16 winners

LSTA Grant Funded Project administered by NC State Library in collaboration with UNCG.



Other Open Educational Resources Initiatives

- OER Commons
- MIT Open Courseware
- Ben's Guide
- Khan Academy
- Chem Collective



Search for Open Educational Resources

❖ Mason OER Metafinder (MOM)



Full Record

Title

Author

Date Range

From To

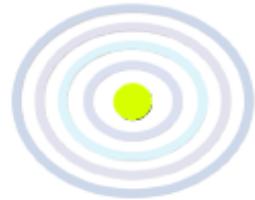
All Sources

- [American Memory \(Library of Congress\)](#) ↗
- [AMSER - Applied Math and Science Education Repository](#) ↗
- [BC Campus:Open Ed](#) ↗
- [College Open Textbooks](#) ↗
- [Digital Public Library of America](#) ↗
- [Directory of Open Access Books \(DOAB\)](#) ↗
- [HathiTrust - Full View](#) ↗
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- [The New York Public Library Digital Collections](#) ↗
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- [OERs at Internet Archive](#) ↗
- [Open Textbook Library](#) ↗
- [OpenStax CNX](#) ↗
- [Project Gutenberg](#) ↗
- [World Digital Library](#) ↗

The logo features the letters 'DNC' in a large, bold, white sans-serif font. To the left of 'DNC', the word 'DNC' is repeated in a stylized, overlapping arrangement of five concentric rings in blue, yellow, purple, light blue, and pink. To the right of 'DNC', the word 'LIVE' is written in a large, bold, white sans-serif font. The entire logo is set against a solid blue background.

DNC
LIVE



Value Proposition

- Students pay average of \$1,200 annual on textbooks.*
- If NC colleges & universities adopted OER textbooks for the top-50 courses in state, we'd save students approximately \$100,000,000 annually.**
- OER program in Georgia has saved students \$26.1 million in textbook costs since 2014.***

*<https://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2017-18>

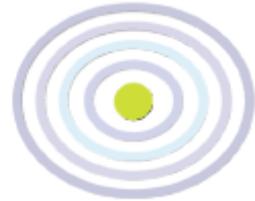
**Based on analysis of similar-sized state, Georgia.

***<http://affordablelearninggeorgia.org/documents/ALGAllDataApr1917.pdf>



Our Goal

Ensure that the top-100 courses taught in college classrooms across North Carolina have access to high-quality, open, free textbooks.



What You Would Get

- Statewide OER network (UNC, NCICU, CC).
- Actively-curated statewide OER repository.
- Content hosting.
- Faculty adoption grants pool.
- OER Training from Open Textbook Network.
- Print on demand via UNC Press.
- Help Desk support.

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